



DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



VOL. I No. 7

"GRAND CANYON" OF THE SOUTHWEST—Main Street Looking West

JULY, 1922

Dependable Electric Power an Important Factor in the Industrial Development of Dallas

ONE of the causes of the rapid growth and maintained prosperity of Dallas is due to its very extensive industrial development during the past few years.

Hundreds of new business institutions have located in Dallas. No doubt the fact that Dallas has dependable electrical power service aided materially in locating many of these new concerns here. This is particularly true of those industries that use power, for the economy and efficiency of electric energy for power purposes has been clearly and definitely demonstrated.

It has been said that a city can progress only so fast as its electric power company is able to develop.

Dallas has at all times been helped in its going forward by splendid electric service for both domestic and industrial use.

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DALLAS POWER & LIGHT COMPANY

P 1-1)

BUSINESS OPPORTUNITIES

THE Mercury Knitting Mills, 1239 Montegut St., New Orleans, La., desire to place their line of men's hose direct with the retail stores of Dallas and surrounding territory and would like to communicate with salesmen who might be interested in representing them.

J. Gomez Lince, Gomez Palacio, Durango, Mexico, writes the Chamber of Commerce that he would like to represent Dallas firms in Mexico.

Nu-Luster Products Co., Inc., 421 Carondelet Street, New Orleans, La., manufacturers of Nu-Luster Metal Polish, wants to communicate with a high class salesman who can organize this territory and supervise a force of salesmen to distribute this product in the Dallas territory.

The Precision Metal Workers, 3100 Carroll Avenue, Chicago, Ill., tools, dies, sheet metal stamping and hardware manufacturing, are seeking a man of proper qualifications to represent their line in this territory.

Bay City Foundry & Machine Co., Bay City, Mich., wants to communicate with some responsible concern in Dallas that is in position to represent them in the sale of winches and cranes which they manufacture for mounting on motor trucks.

The Everlast Sales Company, 320 West Fort Street, Detroit, Mich., manufacturers of "Everlast" compound for pneumatic tires, want to secure a representative in Dallas for this section.

Great Southern Paint Works, Little Rock, Ark., manufacturers of paints and varnishes, want a brokerage concern calling on the wholesale grocery trade to represent them in Texas.

The Rawlplug Company, 461 Eighth Avenue, New York, N. Y., manufacturers of a product used in large quantities by the building trade and by electrical and plumbing contractors, want a manufacturers' agent to handle their line in Texas.

Hays Equipment Company, Wichita, Kansas, manufacturers and distributors of gasoline pumps, air compressors, filling station equipment, etc., want representation in this territory.

The Suburban Gas Company, Detroit, Mich., manufacturers of a gas plant for suburban use, would like to have persons interested in representing them in Texas communicate with the home office at 7380 Morrow Street, Detroit, Mich.

The Superior Salesman Goes After New Business

by

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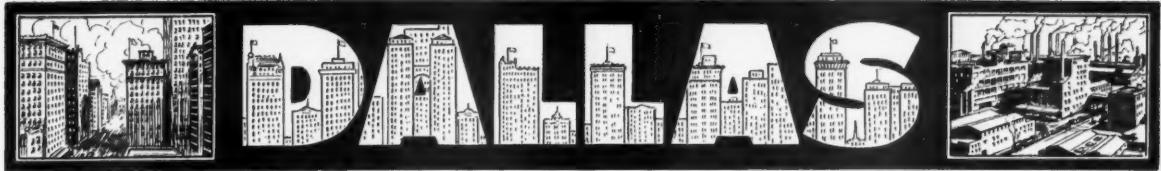
"30 YEARS IN DALLAS"

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REALTORS

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OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 1

JULY, 1922

No. 7

17 Chamber Departments Working for Bigger, Better, Busier City

BELOW is shown a photograph of the staff of thirty who man the "Power House of the Famous Dallas Spirit"—the Dallas Chamber of Commerce. These are *your* employees, the employees of every member of the Chamber, and they are at all times at your service.

With the merging of the Wholesale Merchants' Association and the Retail Merchants' Association with the Chamber of Commerce, Dallas now has a Chamber with seventeen departments or affiliated organizations, functioning smoothly as a unit in the interest of the city. Shortly after the mergers mentioned became effective the Chamber purchased its new home at Commerce and Martin streets, and here are housed all departments, as well as the Dallas Automobile Club, Love Field In-

dustrial District, Southwest Durbar and Dallas Open Shop Association.

Included in the departments of the Chamber are the following: New Industries, Wholesale Merchants, Manufacturers, Retail Merchants, Conventions, Transportation, Agricultural, Home Demonstration Work, Civic Development, Membership Service, Research and Publicity, Magazine "Dallas," Foreign Trade, Field Representative, Junior Chamber, Clerical.

Use Your Chamber

We are anxious for all members to use these departments at every possible opportunity. The size of the staff necessary to handle the rapidly growing affairs of the Chamber of Commerce is indicative of the prominent position Dallas now occupies in the sisterhood of cities. When a city reaches 200,000 the activities and responsibilities of its Chamber are manifold. It owes certain services to the

trade territory which has made its growth possible. It must fight at every step to maintain, as well as advance, its position of leadership. Its Chamber must come in touch in some capacity with every phase of the city's life and development and contribute its part in advice or active co-operation so that the latter will be shaped along modern, symmetrical lines.

Support Your Chamber

Of course the Chamber of Commerce does not feel that it is entirely responsible for the growth of our city. But it has contributed its part. The directors of the Chamber also wish to remind the citizenship that the accomplishments of the Chamber are limited absolutely by its income, and our only source of revenue is in dues from members. Prompt payment of dues is greatly appreciated. The securing of a new member for the Chamber is a city-building step you have taken for Dallas.



YOUR CITY-BUILDING STAFF
Employees of the Dallas Chamber of Commerce and Affiliated Organizations.

Enormous Growth Predicted for City

Dallas Will Have Population of 400,000 and Rival St. Louis in Business Within 15 Years, Former President of Real Estate Board Prophesies at Meeting of Chamber of Commerce.

GHREE excellent addresses, each civic pride stimulators, were heard by a large attendance at the general membership meeting of the Chamber of Commerce June 16 at the Adolphus. John V. Hughes spoke on "Dallas Yesterday," Henry Camp Harris on "Dallas Today," and Frank L. McNeny, former president of the Dallas Real Estate Board, on "Dallas Tomorrow." Dallas of yesterday is available in histories of the city; Dallas today is eloquent in the Dallas skyline before us, but the address on "Dallas Tomorrow" is published herewith in full:

Mr. McNeny's Address

IN endeavoring to look into the future, I have attempted to chronicle only those things which we may with reason expect. Judged by the growth and advancement of this city in the past, we are warranted in outlining a far more formidable list of achievements than I shall recount here. Hogtied and hobbled as it has been, hedged about by legal and political restrictions, hindered instead of helped oftentimes by those who thought they had the interest of the city at heart, Dallas has steadily pushed forward in spite of these things until its advancement and achievement has almost startled the nation.

Great Progress Made

In order that we may get a better perspective of the future, I would take you back for a moment for a brief period of fifteen years. With this running start and with the faith and optimism that is inherent in every citizen of this city, perhaps we may be able to project ourselves for a like period into the future.

Fifteen years ago we had no buildings above eight stories. Now there are nearly twenty that are ten stories or more. We had no Adolphus hotel, no Jefferson, or Southland; no union station or viaduct; no Butler Brothers, Sears-Roebuck, nor Procter & Gamble. Ervay nor Akard streets were paved, nor was Commerce. No paving in Oak Cliff. No Highland Park, no university, no White Rock reservoir and no interurban except to Fort Worth. There is the picture of our village-city fifteen years ago.

As I look into the future, I see for the next fifteen years at least two dozen additional sky scraper office and mercantile buildings; two large hotels of

800 to 1000 rooms each, and various smaller ones; scores and scores of wholesale and distributing houses making the western section of our city vie with St. Louis as a distributing center; large cotton mills (already too long delayed) and allied industries, making into cloth and into every kind and character of garment the staple which is the bread and butter and blood of the Southwest.

Freight Terminal Needed

THERE should and will come numerous canning, pickling and preserving industries which will save to the people of this state the vast crops of fruits and vegetables which our land so bountifully yields, and in addition thereto save freight rates in two directions, and profits of various handlers. Large oil mills and cotton and crude oil refineries employing thousands of people will add their quota to the city's growth. Dallas needs and will surely get a modern union freight terminal with sufficient facilities to care for a city twice its size; a modern fire-proof warehouse and refrigerating plant of possibly 1,000,000 square feet of floor space and cotton exchange building three times the present size.

Fifteen years will see the Trinity river leveed and all of the bottom lands between Dallas and Oak Cliff reclaimed for much-needed industries. One of the greatest problems confronting the city today is an adequate water supply. This period will see a huge reservoir north of the city that will settle the water question once and for all. We may safely count on five new interurbans in fifteen years unloading their hundreds of thousands of shoppers at the doors of our merchants.

Five interurbans have been built into this city (or should I say out from this city?) in fifteen years, including the one that is building and the one that is pledged and certainly the next fifteen years will not see less.

Predicts Boulevard System

AT least one, and probably two more viaducts will span the river. At least one, and probably two, municipal golf links, a new \$3,000,000 federal building; a great downtown auditorium, which should start a new civic center, probably on Central avenue, which will then be Central boulevard, 100 feet wide, extending from Main, Elm, Commerce and Pacific avenue to the northernmost outskirts

of the city. This boulevard will gather traffic from all directions and pour it into our downtown thoroughfares. Pacific avenue will be a part of it, and will be quickly made into a retail street. There will be a boulevard system encircling the entire city which will be the pride of every Dallasite.

There will be a great park of 400 to 500 acres, known as "Memorial Park," a living monument to those who died, as well as those who fought in France, thus further perpetuating the idea of honoring the dead by helping the living.

The religious and educational development of the city will unquestionably, as it has in the past, keep step with the commercial and industrial progress. There will be probably a half dozen more high schools, large churches, cathedrals and hospitals; other colleges and universities, and S. M. U. will enroll 5,000 students.

There will be several eight or ten-story apartment buildings and at least two large outlying apartment hotels.

More wide-awake and progressive real estate operators and developers will come and our outlying districts, farms of yesterday, will blossom into residential sections unsurpassed in this country.

If our already terrific traffic problem has been solved—and it will be solved—street widening and opening projects must be tackled with a great deal more vigor than has crowned work of this sort in the recent past.

Money to be Available

CHEAP money will and should come to Texas and help develop our vast and almost untouched resources.

This means a repeal of the Robertson law, which will bring back the big life insurance companies; more and larger banks, and particularly savings banks and building and loan associations, where vast sums of savings will be accumulated and used for the advancement of the community.

The population of Dallas will reach the 400,000 mark in fifteen years.

Gentlemen, these are a few, and only a very few of the things that should and will surely come. I have not been extravagant. I have tried to be conservative. I ask you now to make a mental memorandum of the things I have outlined and watch them as they will so surely unfold, almost unnoticed, before you.

STEPS

*in the
GROWTH
of a
PROGRESSIVE CITY*



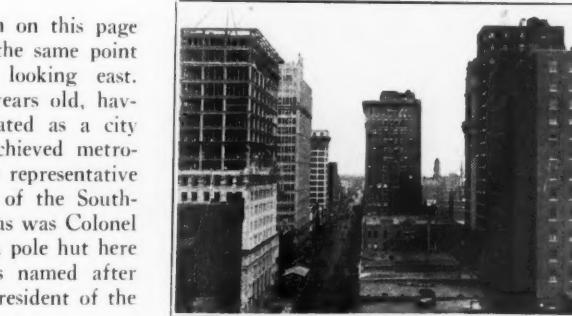
1922



ALL VIEWS shown on this page were taken from the same point on Main street, looking east. Though only 50 years old, having been incorporated as a city April 28, 1871, Dallas has achieved metropolitan proportions and is truly representative of the marvelous development of the Southwest. The first settler of Dallas was Colonel John Neely Bryan, who built a pole hut here in 1841. The settlement was named after George Mifflin Dallas, Vice President of the

United States under the Polk administration. By 1880 the population had reached 10,358, with 38,057 in 1890, and 42,638 in 1900. Dallas ranked 86th in population among cities of the Nation in 1900, according to the Federal census. By 1910 it ranked 58th. The 1920 census gave it the rank of 42nd and if the same rate of growth is maintained by Dallas and all larger cities, the 1930 census will show Dallas as the 31st city of the Nation.

This means that Dallas would have passed 55 cities between 1900 and 1930.



1918



1915



1911



1887

FROM a dirt road to a canyon of skyscrapers—from a town of 30,000 to a city with more than 200,000—this is graphically set forth in the five comparative views on this page. This view of Main Street is but one of the many views toward which the eye of the camera could have been turned to show the growth of Dallas.

DALLAS, in all recognized tests of city strength, outranks many cities of greater age and size. Dallas has been made what it is through the development of the dreams and visions of practical men. The slogan, "DALLAS—WHERE MEN ARE LOOKING FORWARD," means it is a city where past laurels are forgotten in the enthusiasm of new successes being realized or to be realized. It is a city organized for Big Business, and the famous "Dallas Spirit," of which faith, confidence, co-operation and teamwork are keynotes, is its irresistible driving power. The following prose poem by Temple Scott is illustrative of how Dallas people feel about their city:

The Builder and the City

THE picture once painted or the poem sung, it stands henceforth by itself; the artist can do no more for it. It must live or die without further help from him. But the city is never thus entirely separated from us, its builders. It remains tied to us by the invisible cord of nourishing passions. It grows with us or it dies with us, as we are a part of it. It becomes then the reflex of the lives and aspirations of the people who dwell in it. So that a city—its streets, its highways, its buildings, its public places, as well as its business and life—is an embodiment of ourselves. It is this living spirit that may hearten and inspire us; that may delight and enchant us, and that may also break and destroy us."

GET your microscope and study the picture on the left, the view of Main street in 1887. Where the porch and trees are shown at the right stood a saloon and gambling house. Dallas was the first large city of the Southwest to vote out saloons. The three-story building on the right occupied the site of the 18-story Southwestern Life Building of today, at Akard and Main. The southwest corner of Akard and Main, now occupied by the Andrews building, was then a vacant lot and used by medicine shows. On the left hand side of the picture the two-story frame building with the popular "false front" of those days was a carpenter shop. Its site is now occupied by the 18-story American Exchange Bank Building. On the corner now occupied by Marvin's Pharmacy was then a grocery establishment.

Dallas, a Great Interurban Center



WAY back yonder in 1897 when Charles L. Henry, an Indiana congressman, built eleven miles of electric railway track between Anderson and Alexandria, Ind., and started the modern interurban industry, he performed a great deed for Dallas. For Dallas is now one of the world's leading interurban centers and these speeding cars have been of inestimable value in the upbuilding of the city.

Rails have been purchased and the laying will be under way soon on the Texas Interurban Railway, connecting Dallas and Terrell, a distance of 31 miles, giving Dallas its fifth interurban electric line and bringing the interurban mileage serving the city to 313 miles. Still another interurban is to be built soon, under the Dallas railway franchise commitment, to connect Dallas with Greenville, Denton, or some other progressive North Texas town.

The Texas Electric Railway Company, with headquarters here, has lines connecting Dallas with Denison, with Waco and with Corsicana. The Northern Texas Traction Company has a line connecting Dallas with Fort Worth Junction and branching there with one prong to Fort Worth and the other to Cleburne.

186 Trains a Day

INTERURBAN electric lines now in operation handle some 186 interurban trains daily in and out of Dallas, bringing more than 1,000,000 passengers into the city annually, and this will be augmented by the completion within less than a year of the Dallas-Terrell line. The interurbans operate in and out of the 8-story Interurban Station, costing, with terminals, \$1,000,000.



Interurban Union Station

Dallas is one of the world's largest interurban centers. The lines network a 100-mile radius from Dallas wherein dwell 2,000,000 people. This territory is the heart of the famous "blackland belt," considered one of the most fertile and productive agricultural belts of the nation.



A Distance Annihilator

From any point touched by these lines, with their hourly service and in some instances service every half-hour, it is possible to visit Dallas, attend to shopping or enjoy some musical or theatrical feature in merely a matter of hours. There

is also a growing tendency on the part of steam railroads connecting with interurbans at such terminals as Denison, Corsicana or Waco to arrange their schedules to make close connections with interurban trains so that passengers from more distant points can come to Dallas, transact business and return the same day.

In addition to passenger service, the electric interurbans contribute extensively to the mail and freight facilities of Dallas, being especially valuable to Dallas' daily newspapers. Express shipments of ice cream, milk, perishable fruit and vegetables are handled in enormous numbers. The interurbans have been no small factor in upbuilding the dairy and truck industry in North Texas. The interurbans contribute in large part to the speedy service which Dallas merchants can furnish customers in goods delivery and so may be said to be one of the reasons why the retail business of Dallas is equal to that of the average city of 500,000.

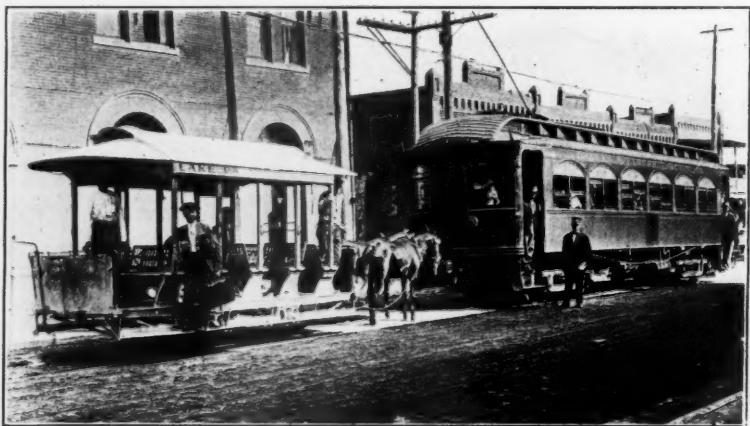
Other Spokes to Wheel

DALLAS interurbans now extend north, south and west. The Terrell line will complete the circle, adding the eastern "spoke" to the wheel. The next line would run either to Greenville, northeast, or to Denton, northwest, according to reports in interurban circles. Wherever it extends it will penetrate rich trade territory and Dallas will welcome it with the enthusiasm that only a city with experience in the value of interurbans is truly qualified to offer.

Plans are now being discussed whereby the Texas Interurban Railway Company would secure contract right to electrify and operate interurbans over the tracks



Interior Interurban Mail Car



Last Mule Car Used in Texas vs. Interurban

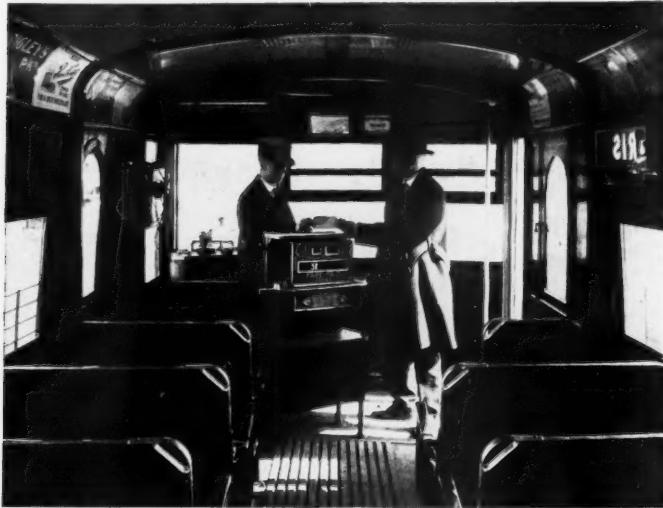
of the Missouri, Kansas & Texas Railway from Dallas to Denton. Sanction to the plan would have to be secured from the city of Dallas and from the Federal court which has jurisdiction over the receivership of the Katy. "This would be the greatest single step toward an interurban connecting Dallas and Wichita Falls," said C. E. Calder, president of the Dallas Power & Light Company.

Indicating the interest of other North Texas towns in securing interurban facilities, President A. P. Buchanan of the Mineola Chamber of Commerce visited Dallas last month to discuss the extension of the Dallas-Terrell interurban. "We believe that an extension of the Dallas-Terrell line to Marshall, about 160 miles, which would serve Marhsall, Longview, Grand Saline, Wills Point, Edgewood, Big Sandy, Fruitvale, Elmo, Mineola and smaller towns, would be quite

Dallas' Progress Along Floral Lines

Of interest in connection with the Texas State Florists' Convention here July 5-7 are the strides Dallas has made the past two decades in the beautification of the city along floral and horticultural lines. In 1900 there was less than 50,000 square feet of glass in Dallas hot houses. There are now 200,000 square feet of glass in Dallas hot houses devoted to roses alone and a total of 410,000 square feet of glass for all purposes, with most of it in modern buildings, several of concrete or brick construction.

In 1900 landscape gardening received little attention. Now there is hardly a home here of the better class that is not thus beautified, several million dollars having been expended the past few years in this field.



One-Man Interurban to be Used on New Dallas-Terrell Line

profitable to the builders," he said. "We are planning to get a number of East Texas towns together and advocate the extension and will ask the Dallas Chamber of Commerce to co-operate with us."

An extension of the Dallas-Terrell line to serve Tyler was also discussed by Tyler citizens who visited Dallas in June.

Kramer Will Again Head Dry Goods Men

Arthur L. Kramer of Dallas was re-elected president of the Texas Retail Dry Goods Association at their annual convention here in June. The proposal for the selection of a permanent city for holding all the conventions was favorably received with Dallas and Galveston vieing for this honor.

Architects' Club Advertises Dallas

A splendid illustrated year book, the first of its nature to be published in the Southwest, has been issued by the Dallas Architects' Club. Copies of the book will be shown at various national meetings of architects. Ralph Bryan, retiring president of the club, recently had a 16-page illustrated article in the Architectural Forum, Boston, descriptive of Dallas, and a similar article will appear in the Southern Architect and Building News, Atlanta. Walter C. Sharpe, president, Dudley S. Greene, first vice president, M. C. Kleuser, second vice president, and A. E. Thomas, secretary, are new officers of the club. Copies of the Year Book may be obtained from the secretary at \$1.50 each.

Santa Fe Enlarges Facilities

ANNOUNCEMENT that the Santa Fe Railroad will erect immediately a \$200,000 freight house to join their present freight building at Poydras and Young streets, has been made by F. G. Pettibone, vice president and general manager of the G. C. & S. F. Railway. Upon its completion another unit to cost \$150,000 will be started next year, he said. Permit for the first building has already been granted. In discussing the improvements, Mr. Pettibone said: "The road realizes that Dallas is one of the most important centers in the country and that its growth is really in its infancy. We intend to keep up with this growth and give to the people of Dallas what we can to aid in the development of the city."

New \$50,000 Theater

Work has been started on a new \$50,000 theater at 1519-21 Elm street, between the Jefferson and Old Mill theaters, by the Popular Amusement Company. Bertram C. Hill is the architect. I. Rude, L. A. Goodwin and L. Gohlman are owners of the property and organizers of the company. It will have a seating capacity of 1050, making the 31st theater in Dallas with an aggregate seating capacity of more than 26,000.

Publicity for Texas

At the request of Jay B. Iden, staff correspondent for the Country Gentleman, issued by the Curtis Publishing Company, Philadelphia, the publicity department of the Dallas Chamber sent 42 photographs of Texas farm and ranch views during June for use in illustrating a feature article written by Mr. Iden on "Why Texas Leads in Agricultural and Live Stock Wealth." Included in the views were a number of Dallas County scenes, featuring boys' club work.

Summer Afternoon Closing

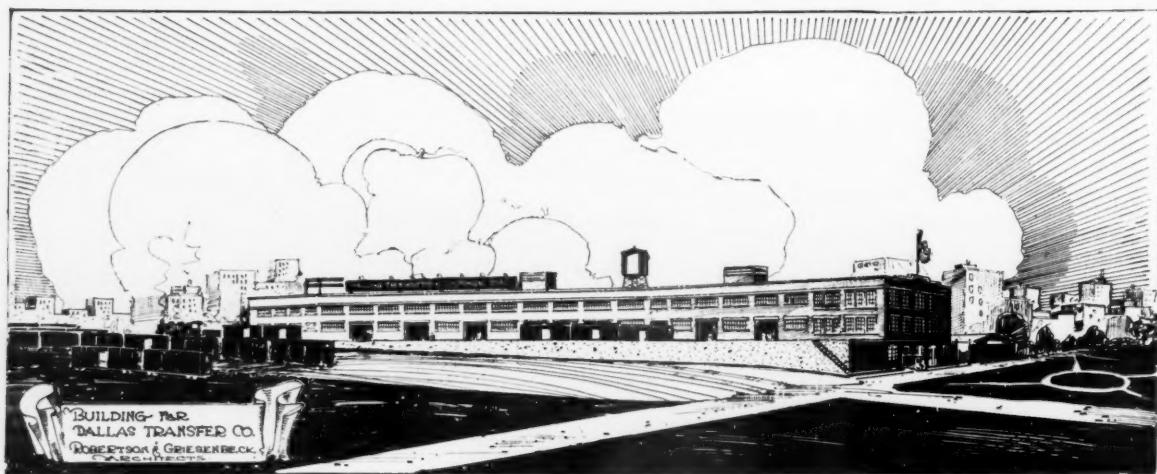
The Retail Merchants' Department of the Chamber has announced the following summer afternoon closing dates decided upon by various retail mercantile lines:

Dry goods and department stores will close on Thursday afternoons at 1:00 p. m. during July and August beginning on the second Thursday in July.

Jewelers will close on Saturday afternoons at 1:00 p. m. during the months of June, July and August.

Hardware and sporting goods merchants will close at 5:00 p. m. every day during the months of June, July and August except Saturday.

Men's clothiers will close on Thursday afternoons at 1:00 p. m. during July and August beginning on the second Thursday in July.



Splend'd New Building to Be Erected by Dallas Transfer Company

Plans have been completed and property purchased on the M. K. & T. tracks at Lyte, Caroline, Payne and Alamo streets by the Dallas Transfer Company for one of the largest and most complete warehouse and storage buildings in the Southwest. It will be three stories with more than 150,000 square feet of storage space. The building will have an unloading capacity of twenty cars at one setting and a private loading dock for trucks thirty feet wide extending the length of the property. A feature of the building will be the arrangements for handling cold storage shipments and cold storage, with 10,000

square feet in the basement set apart for this purpose. At present the cold storage facilities of Dallas are crowded and so this feature is of much significance to the city. The warehouse will be of reinforced concrete, with sprinkler service, and will cost complete \$275,000. The insurance rate will be about 12c on contents and 5c on the building.

The Dallas Transfer Co. is one of the oldest concerns in its field in the South, having been in business here for forty-six years. E. D. Balcom is president, T. Y. Casey, Louis Horner and Harry L. Seay, vice-presidents, and R. M. Waskom, secretary and treasurer.

This addition to Dallas' warehouse facilities is considered of the greatest importance by the Chamber of Commerce. A warehouse was formerly looked upon as a morgue for dead lines and slow-moving goods. Nowadays it has become what it was really intended to be, a central point in a locality where a considerable quantity of goods could be placed and re-distributed with that dispatch which could not be expected from the original place of manufacture and original shipment. The warehousing industry has grown to be one of the most substantial and profitable lines of business in the United States, and Dallas' importance as a distributing center is due in no small measure to its modern warehouse facilities.

Dallas Real Estate of Sterling Worth

EALLAS real estate has proved its worth. It has come through the past two years of more or less uncertainty in all lines with added prestige as the premier of all investment commodities. While losses have been taken in many securities, there has been no loss in owning well selected business or residential property in Dallas.

Dallas real estate is anchored on a safe basis. On the basis of more than fifty years of steady growth without "boom" conditions. On its excellent geographical location and the limited development of its great trade territory, the Southwest. Dallas real estate now equals or excels in value that of a number of cities of greater size and age. With but one-fourth of the arable land of the Southwest now in cultivation, with many mineral resources yet untouched and with the factory age in this territory just beginning, Dallas is certain to outstrip many of its rivals.

A business lot at Commerce and Harwood street, which sold for \$6,000 twenty-four years ago, was bought last month by A. A. Jackson for \$148,000. Figure out the enhancement in value and ponder whether Dallas real estate is a profitable investment.

C. Weichsel bought the property

at 1609-11 Main street in 1900 for \$11,000. This property has increased in value at the rate of \$11,000 a year and is now renting for \$15,000 a year, or \$4,000 more than the property cost Mr. Weichsel in 1900.

Indices of Growth

SUCH enhancement in value as the above does not appear illogical when it is recalled that assessed valuations in Dallas have increased from \$23,016,600 in 1900 to \$192,377,825 in 1921, or more than 800 per cent, property being assessed for taxes at 50 per cent of its real value. Or when it is noted that the population of Dallas has grown from 2960 in 1870 to 201,088 in 1922 and that Dallas ranked 42nd in population in the Nation in 1920 as compared with 58th in 1910 and 86th in 1900. Or that the number of telephones in Dallas has increased from 2,459 in 1900 to 40,095 in 1922; metered water connections from 26,642 in 1918 to 34,260 in 1922; postal receipts from \$109,538 in 1891 to \$2,394,458 in 1921, an increase of 2200 per cent in thirty years.

Compare what inside business property brings in Dallas with prices in any other city with which you may be familiar. This spring the Kirby Investment Company of Houston paid \$4,000 a front foot for inside property on Main street and the Southwestern Life Insurance Company

paid \$5,000 a front foot for inside property also located on Main.

When it is considered that Dallas does a retail business commensurate with that of cities with a half-million population, the fact that a cigar store pays \$600 a front foot net per year for a corner at Elm and Akard, said to be the highest rental in the city, does not seem out of line. What is said to be the highest inside rental on Elm street is \$600 per front foot per year gross, and the highest inside rent on Main \$500 per year per front foot gross.

Dallas Location Worth While

THIS spring a factory from the North was looking for space for a Dallas branch. The manager expressed surprise that he was asked more rent for a two-story building here than he paid for a three-story building, same dimensions, in a northern city larger than Dallas. It was pointed out to him that real estate values are the basis for rentals; that people have confidence in Dallas and real estate is in great demand. He was asked whether he would not be afraid to place a branch factory in a city where real estate is down and in poor demand and rentals low. "Well, I guess you're right," he said, and signed the lease.

Prevailing rates for office space in Dallas are \$2 and up per square foot per year. And a good vacant office is mighty hard to find, what with Dallas having the headquarters for as many out-of-State concerns as the other three larger cities of the State combined.

Needless to say residential property is also showing steady enhancement in value and is a splendid, lucrative investment. Around 250 new homes a month must be built in Dallas to take care of our increasing population, figuring the same percentage of increase as from 1910 to 1920.

Factory Age At Hand
DALLAS is on the verge of great industrial moves that will tend to increase the value of local real estate. Manufacturing is the next stage in Dallas' development. Although Dallas for many years has led the State in manufacturing, real industrial activity is just beginning. There is more money in Dallas now for safe and sane real estate investment than at any time in the city's history. Outside capital is looking with favor on Dallas real estate. Building and loan associations have been of material assistance in carrying out our home building program.

The future of Dallas real estate was never brighter. Building permits for the past three and one-half years total well in excess of \$50,000,000 and permits

granted for the first six months of this year have established a new record for a similar period in the city's history. A new interurban is building. New steam railroads are in prospect. Dallas has secured more than 300 important new concerns since the first of the year and fully that many more have expressed to the Chamber keen interest in our city. Business conditions generally are improving and, while there is usually a summer lull, it is no more pronounced than usual and with the coming of fall there are sound reasons to expect conditions nearer normal than at any time since pre-war days. Intelligent investment in well-located Dallas real estate is certainly one of the most conservative, safe and best of all investments.

Building Permits Set New Record

BUILDING permits for Dallas during the first half of 1922 approximate \$9,500,000, establishing a new record in the city's construction history for a similar period. Building permits since 1905 reach a total of nearly \$108,000,000, according to the records of City Building Inspector D. C. McCord.

Nearly one-half of this amount is represented by permits for the past three and one-half years. This indicates the tremendous movement toward the decentralization of manufacturing and business in general, a movement launched at the conclusion of the war, as warehouses and branch factories for Northern concerns represent a large portion of the permits, totaling \$52,000,000, for the past three and one-half years.

Following is the table of building permits in Dallas for the past seventeen and one-half years, as furnished by Mr. McCord:

Permits Since 1905

Year	Permits	Value
1905	1530	\$ 2,988,504
1906	1710	3,181,274
1907	1612	2,843,470
1908	1467	2,306,098
1909	1692	3,393,683
1910	1759	3,196,030
1911	1575	5,423,369
1912	1826	4,969,638
1913	2233	8,481,580
1914	1851	5,544,597
1915	1333	3,422,512
1916	1522	4,193,284
1917	774	3,505,139
1918	555	1,667,730
1919	1596	14,295,520
1920	2659	13,755,219
1921	4453	15,000,206
1922—to date		9,500,000

New School Buildings

PERMITTS for two of the four school buildings provided for in the \$640,000 school bond issue voted last April have been granted. The two granted are for the Sunset Hill School, 2427 Brooklyn avenue, cost \$92,509, Hughes & O'Rourke Construction Company, builders; and the Rosemont School, at Rosemont and Roosevelt streets, Oak Cliff, cost \$99,700, Lang & Witchell, architects, Hughes & O'Rourke, contractors. Plans for the Terry School and the Austin School, each of which will cost more than \$100,000, have been drawn.

Work on the five-story, \$100,000 building at North Lamar and Caruth streets, for the Federal Glass and Paint Company, has started. C. D. Hill & Company are the architects. It is expected that the building will be completed by Oct. 1, according to Wesley Norris, manager of the company.

A loan of \$600,000 has been secured by the Dallas Athletic Club from the Praetorians, for use in connection with financing their new 12-story home at Elm, St. Paul and Live Oak. The loan was made at 6 per cent extending over thirty years and no brokerage charges were incurred. J. Howard Payne, secretary of the Dallas Athletic Club, said the Praetorians deserve great credit for their public spiritedness in this matter. In addition to the \$600,000, the Athletic Club has \$1,200,000 available for the new building, the site for which has been cleared and excavation to be completed soon.

Scarborough & Davis have been awarded the contract at \$164,938 for the construction of the Seagoville road from Dallas to the Kaufman County line, with 200 working days allowed for completion. The company will build the entire road with the exception of a strip in the

White Rock Bottom which must be paved with concrete, contract to be let independently.

New Residential District

PLANS for the opening of a new restricted residential addition to the city are being made as a result of the purchase of 53 acres in Oak Lawn between Lemmon avenue and Cedar Springs Road, north of Douglas street, by E. Gordon Perry from Dan Craddock and O. P. Storm. The addition, which will be restricted to brick and tile homes, will be known as Perry Heights. It is expected that from ten to fifteen residences in the addition will be completed by Sept. 1.

A two-story concrete and brick building is being erected at 1917 Ross avenue at a cost of \$50,000. It is being erected by Newton G. Flippin for the Flippin Auto Company who expect to occupy it by August 15. Banglebaugh & Whitson are the architects and the Inge Construction Company the contractors.

New buildings to cost \$100,000 will be erected on property at Elm and Harwood streets purchased for \$260,000 by Louis Lipsitz and R. P. Wofford from I. Rude. Work will not begin until the widening projects of Harwood and Elm are carried out.

Dudley Mayer, owner, is erecting a \$20,000 two-story brick building at 1319 Young street, Fooshee & Cheek, architects.

Sam P. Cochran is having erected a three-story brick building at 2009 Main street at a cost of \$15,000 on a 25-foot lot that is one of the few in the downtown section that has never been occupied by a structure.

The new home of Joseph's restaurant, at Commerce and Browder streets, is being remodeled and improved at a cost of \$60,000.

Important New Concerns Announced



HE industrial growth of Dallas continued at an unprecedented rate during June, according to the announcement of the New Industries Department of the Chamber for the last month of the first half of the year. New enterprises secured during the month bring the total for the year to more than 350, and the department reports increased activity that indicates even greater industrial and commercial growth during the second six months of 1922. A new record of not less than 800 new concerns during the year is expected by this department, based on the increasing interest in Dallas manifested from month to month by manufacturers located throughout the United States who are rapidly coming to realize that to get their share of business in the Southwest, they must maintain distributing houses or factories so situated as to give prompt service in this territory.

New concerns, charter amendments and changes showing expansion of existing enterprises, and other evidences of the rapid commercial growth of Dallas during June, as reported by the New Industries Department, are as follows:

AMERICAN EAGLE PETROLEUM COMPANY, chartered June 23, with capital stock of \$200,000; A. J. Wright, C. G. Foster and B. A. Benton, incorporators. Offices, fifth floor of the new Hope Theater Building.

AMERICAN EVEREADY WORKS, Long Island, New York City, manufacturers of Eveready flashlights, etc., have selected Dallas for Southwestern distributing headquarters and have placed complete stocks of their merchandise in storage here with the Empire Transfer & Storage Company. Mr. S. R. Whittenberg has been placed in Dallas to look after the company's business in this territory. This company expects later to establish its own warehouse here to serve the Southwest.

J. D. ARMSTRONG COMPANY, manufacturing a machine for the destruction of boll weevils, known as the Peerless Boll Weevil Machine, has established offices at 1006 Southwestern Life Building.

ASSOCIATED TIRE STORES, retail dealers in automobile tires, have established a store at Peak and Bryan streets, with W. M. Lynch as manager.

AULTMAN & TAYLOR MACHINERY COMPANY, Mansfield, O., manufacturer of farm implements and machinery, has established a Southwestern distributing branch at 107 South Houston street, with C. H. Gardner as manager.

BRUCE BAG & BURLAP COMPANY, 1615 Mays street, has announced the installation of modern machinery for the manufacture of burlap bags, thus becoming a new addition to the rapidly developing manufacturing industry in Dallas.

CHAMBERS AND CARMAN (The C. C. Agency), have opened offices in the Waldorf Hotel to engage in the brokerage business, handling chinaware, kitchen ware, aluminum ware, etc.

CLAYTON OIL AND REFINING COMPANY, incorporated under the laws of Delaware, with \$820,000 capital, and granted a permit by the State Department on June 21, has acquired the Hercules Refining Company refinery in West Dallas, and will spend \$40,000 in enlarging and improving the plant. The enlarged plant will have a daily capacity of 5,000 barrels and will be ready to operate about the middle of July.

JOSEPH COLLINS, Inc., was granted a charter with \$5,000 capital stock, and has opened a retail drug store at 3223 Ross Avenue.

COLUMBIA FENCE AND WIRE COMPANY, chartered June 20, increasing capital to \$50,000, B. J. Ryan, president; D. B. Fielder, secretary and treasurer; S. J. Smyth, vice president. This company has leased the location at 3400-12 Elm street, adjoining their present factory, and will erect a new brick and steel factory building 212 by 200 feet, providing for the expansion of their factory to take care of their rapidly increasing business.

CONTINENTAL PAPER AND BAG MILLS, New York, one of the largest paper and bag houses in the country, has leased the three-story building on Central Avenue near Juliette street, formerly occupied by the F. L. Schumert Furniture Company, and will soon establish a large distributing branch here.

DALLAS PARTS SERVICE COMPANY, 412 Browder street, was chartered June 1, \$5,000 capital stock; W. F. Rose, W. A. Fosdick and C. L. McNulty, incorporators. This company has secured the distributing franchise of the Detroit Steel Products Company, largest manufacturers of automobile springs in the world.

EMPIRE FUEL PRODUCTS CORPORATION, incorporated under the laws of Delaware, \$5,000.00 capital stock, to develop lignite holdings in Texas, was granted a permit by the State Department on June 19, State headquarters at Dallas, E. B. Neiswanger, State Agent.

FEDERAL LLOYDS OF AMERICA was granted charter June 19, to write automobile and workmen's compensation insurance. Prominent Dallas business men are stockholders. Offices have been opened on the second floor of the Southland Life Building.

FREY MILK PRODUCTS COMPANY has established distributing branch at 601 Elm street, carrying a complete stock of goods for prompt shipment out of Dallas. W. S. Shaw is in charge.

GOELITZ CANDY COMPANY, which recently installed a candy factory at 1007-9 Camp street, was granted a Texas charter on June 9, capital stock, \$10,000, Adolph, Arnim and Walter Goelitz, incorporators. The home office of this company is at North Chicago, Ill.

GO-RO, INCORPORATED, New Orleans, La., manufacturers of hot water heaters, recently established a salesroom on Bryan street, three doors west of North Ervy street.

GRAPHIC FILM EXCHANGE OF DALLAS, INC., chartered for \$5,000, to engage in film distribution business. Offices, 1911 1-2 Commerce street, Frank Fay, manager.

GUARANTY MORTGAGE LOAN COMPANY, chartered June 8, \$100,000 capital stock; R. L. Mayhew, B. A. Eubank and Sol Dreyfuss, incorporators. Offices, Slaughter Building.

GUSTAFSON & SPENCER, Inc., general offices at Chicago and with refineries at Cushing, Okla., and Columbus, Ohio, will move their Texas offices from Fort Worth to Dallas on July 1 and will occupy suite 2016-17 Magnolia Building. This company maintains similar offices in nine other large cities in the United States for the sale of petroleum products. C. M. Ricketts will be manager of the Dallas office.

MAX HAHN PACKING COMPANY has announced plans for \$150,000 worth of improvements to their packing plant in the near future, greatly increasing its output. These improvements consist of three-story fire proof tank house, cooling rooms, cutting and killing rooms, an office building, sausage rooms, etc.

JOHNSON-ANTHONY SUPPLY CO., INC., distributors of gasoline tanks, pumps, air compressors, etc., has opened a distributing branch at 216 Browder street and will carry a large stock in Dallas. R. W. Sheffer is manager of the Dallas branch.

KNOWLES, TAYLOR & KNOWLES CO., East Liverpool, O., manufacturers of pottery, have established a Texas branch at 1511 1-2 Commerce street, with Fred Kline as Texas representative. Mr. Kline will also handle a number of other similar lines and has opened a large sample room at above address.

LAMPORT MANUFACTURING SUPPLY COMPANY, 507 Broadway, New York, large dealers in cotton goods, have leased the five-story building at 807-9 Elm street, formerly occupied by Baron Bros. Millinery Company, and will open a Southwestern distributing branch here in time for the fall trade. This firm is a valuable addition to the Dallas wholesale market. L. C. Smith will be manager. Charles Cohen, treasurer, visited Dallas during June and was much impressed with Dallas and the possibilities of the trade territory. The Dallas house will be the only branch house operated by this company.

LIGGETT DRUG COMPANY, which opened its first store in Dallas about two years ago and is now operating two drug stores here, recently leased the building at Elm and Ervay streets for twenty years, the deal involving the consideration of nearly \$1,000,000. The company plans to open one of the largest and best equipped drug stores in the country when the building is available in April, 1923.

LONE STAR RADIO CORPORATION has secured a location at 1907 Main street for the distribution of radio equipment.

MALTEX MANUFACTURING COMPANY has opened a factory at 1010-1-2 Elm street for manufacturing a complete line of plain and fancy handkerchiefs, in cotton, linen and silks. The plant has a capacity of 10,000 dozen monthly, and it is planned later to erect a concrete, fire-proof building to house this factory. Its output will be rapidly increased as the demand requires. W. Malowitz is president and J. Malowitz is secretary and treasurer of the company.

MERTEN DAIRY PRODUCTS COMPANY has established a distributing branch at 601 Elm street, carrying stocks here. W. S. Shaw is the Dallas representative.

MINCER GARMENT MANUFACTURING COMPANY, 1710 1-2 Elm street, has been granted an amendment to its charter increasing its capital from \$25,000 to \$50,000 to take care of expansion necessary due to increased business.

NATIONAL REFINING COMPANY of Cleveland, Ohio, with \$30,000,000 capital stock, large refiners of petroleum and marketers of petroleum products, have leased offices at 2101-5 Magnolia Building and will soon establish an important branch here to handle the company's business in the Southwest. This is one of the most important recent additions to the petroleum industry in Dallas.

NEW MOLINE PLOW COMPANY, Moline, Ill., was granted a new permit June 21, Texas headquarters at 302-6 North Market street, S. C. Turkenkoph, State agent.

PETROLEUM PRODUCING COMPANY, Muskogee, Okla., secured permit June 17 to do business in Texas; capital stock, \$60,000; designating Dallas as Texas headquarters and J. A. Sheppard as State agent.

PROCTER & GAMBLE DISTRIBUTING COMPANY, Cincinnati, Ohio, was granted a new permit June 14 to do business in Texas; capital stock, \$30,000; T. C. Brown, State agent.

PRODUCERS' MILK COMPANY OF DALLAS, chartered June 7, \$40,000 capital stock; R. L. Mullins, Otis Brown and J. T. Johnston, incorporators. To operate milk producing plant on Kentucky street.

RAILROAD BUILDING AND LOAN ASSOCIATION, chartered June 23, \$5,000,000 capital stock; W. M. Whitenton, Jack Beall and M. L. Buckner, incorporators.

RODGERS-MEYERS FURNITURE COMPANY, 1917 Elm street, filed

Single Ad in Chamber Magazine Pays for Year's Contract

Shown herewith are letters indicating the strong pulling power of advertising in the Chamber magazine, "Dallas," circulating as it does among the BUSINESS LEADERS of the city.

"Chamber of Commerce, Dallas.—You will find herewith our check for \$29.75 in payment for our ad in the June issue of 'Dallas' on our contract for a year. Please permit us to call attention to the unusual results which we have gotten from our first ad. Although we have eleven more issues to run, we have already received almost sufficient results to pay for the entire year's contract. We are highly pleased and are speaking a good word for your magazine wherever the opportunity presents itself.

—W. Marion Newman, Pres.
Commercial Printing & Letter Service Co."

"Chamber of Commerce, Dallas. We are running a little advertisement in your magazine, 'Dallas,' offering to furnish white prints of the down town districts of all Texas and Southwestern cities to those interested in locating in any of these places, and today we received an inquiry from Worcester, Mass., the writer stating that he read the magazine in the Public Library of that city.

—Frank L. McNeny,
McNeny & McNeny."

"Chamber of Commerce, Dallas;—It is my pleasure to advise that the advertisement of the International Time Recording Company of which I am the Dallas sales agent, which has been running in your publication under the heading of the Business Systems Club, has proven to be one of the best investments of this kind in my experience. My company in New York has written me commenting on the class of this advertising and the first insertion was the direct cause of a sale that paid for the entire six months' contract. I wish to volunteer this information as coming from the Business Systems Club and from myself personally, and you may be assured that we are boosters for your magazine and for our Chamber of Commerce.—R. H. Austin, Pres., Business Systems Club of Dallas."

"Eighty-five per cent of the business failures the past year occurred among firms which did not advertise."

This statement is from Bradstreet's Commercial Agency, which is an unbiased authority as can be found in the world. It compiles its information from statistics; not guess work. Bradstreet's has spent considerable time and money in collecting and tabulating this information, pointing to one of the elements of business success.

amendment June 9 increasing capital stock from \$200,000 to \$300,000.

ROSE, FOSDICK & McNULTY, INC., Young and Browder streets, Lincoln automobile distributors, were granted charter June 1, \$10,000 capital stock.

SANDUSKY MOTOR COMPANY, 416-18 North Harwood street, H. C. Sandusky, president, local Chevrolet dealers.

TEXAS CHINaware & NOVELTY POTTERY COMPANY, capitalized at \$50,000, is being organized by H. G. Stern, J. D. Robinson and P. A. Angelsberg, to build a modern pottery plant on Bettison Circle and the Santa Fe railway, in Oak Cliff, to manufacture table chinaware, restaurant ware, special novelties and china toys. The proposed plant will have an annual output of \$300,000 worth of pottery.

TEXAS HOSIERY MILLS, 1407-9 South Ervay Street, have increased their capital stock to \$125,000 and secured additional space and machinery to double the capacity of their plant. The enlarged plant will have more than 300 machines, employing 150 people, and will have a capacity of 25,000 dozen pairs of children's hose and men's half hose per month. This company was organized in March, 1921, and its growth has been rapid.

TEXAS POULTRY PUBLISHING COMPANY, chartered June 7, \$15,000 capital stock; R. B. Mefford, E. A. Cowan and A. L. Hall, incorporators; purpose, job printing.

TRAVELERS INSURANCE COMPANY, Hartford, Conn., has opened Texas offices at 907 Great Southern Life Building. S. W. Alderson, of Kansas City, is manager of the life, accident and group departments and Storey B. Howard, of Manchester, N. H., is manager of the compensation, liability and indemnity departments. This company is capitalized at \$7,500,000, and on December 31, 1921, had assets amounting to \$219,005,682.

UNITED SAVINGS BANK OF DETROIT, Detroit, Mich., capital \$500,000, was granted a new permit June 14, G. V. Basham, State agent, 508 Sumpter Building.

UNIVERSAL SUPER - HEATED FUEL MIXER COMPANY, manufacturers of an automobile accessory, has opened offices at 505-6 Slaughter Bldg.

VENTILATED AIR SEAT COMPANY OF DALLAS has been organized to manufacture automobile seat cushions, R. L. Cameron, P. T. Pegee and H. E. Brown, organizers.

VICTORY BAG & PAPER COMPANY, Marinette, Wis., capital stock, \$500,000, was granted permit June 7 to do business in Texas; J. O. Tippins, 2205 Cabell Street, State Agent.

J. G. WILSON CORPORATION, New York, manufacturers of rolling steel doors, partitions, Venetian Blinds, etc., has opened a Texas office at 203 Dallas County Bank Building, Charles Maisey, manager.

WORTH OIL CORPORATION, now being organized at Fort Worth, \$1,500,000 capital stock, has announced that important offices will be maintained at Dallas.

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR

Vol. 1 July, 1922 No. 7

DALLAS CHAMBER OF COMMERCE OFFICERS

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Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member
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of Commerce



Member
Chamber of
Commerce of
the United
States

Your Name and Address

We at all times endeavor to keep our mailing list corrected; however, this cannot be done in some instances without the help of our members. In case your mail from the Chamber is not correctly addressed, or, in case you change your present address, if you will notify the Chamber promptly, either by phone or otherwise, it will help us materially in keeping our mailing list corrected.

Atwell Tells Who Should Belong to Chamber of Commerce

William H. Atwell of Dallas delivered the feature address before the annual meeting of the Waco Chamber of Commerce on May 19, 1922, his subject being "The Strength of Union." His address is printed in the May issue of the Waco Chamber of Commerce News, a strong excerpt from it showing the value of a Chamber of Commerce to a city being presented herewith:

"There is really no question of physical advancement, or commercial advancement, or community prejudice or envy that cannot be quickly solved in the Chamber of Commerce. If all who can do so would interest themselves in the establishment of a live, wide-awake body that has its eyes constantly at work and its hands and feet constantly busy for the city, each and all of our cities would have fewer riots and fewer dirty alleys and less poor transportation and fewer tenements and less grass in the streets and would have more distinguished accomplishments and more brotherly love.

"There is no reason why the laboring man should not belong to the Chamber of Commerce; he is vitally interested in all that it stands for. The man who does not labor should belong—he has reaped without sowing. Every business man should be a member, for it incubates and hatches business. Every housewife should sympathize, for it brings a symmetry and desirableness to the city.

"Chambers of Commerce are touching places. They are evidences of stewardship. They do collectively what cannot be done individually. We are essentially in that age when we are inter-dependent. The Chamber of Commerce is a league of appreciation and men need it badly because none of us can live without the sunshine of public favor."

Publicity for Dallas

The Texas Industrial News, Sugar Land, Texas, featured Dallas in its June 10 issue. A view of the skyline by night, together with pictures of the new Chamber home and its president and manager, were shown. There was also carried the article on the retail business of the city reprinted from the May issue of "Dallas," accompanied by a cut of Melvin K. Hurst, chairman of the Retail Merchants' Department of the Chamber. John H. Regan, formerly connected with a Dallas automobile concern, is now with the editorial staff of the Texas Industrial News. The publication has been consistently generous in carrying news about our city.

New Chamber Members of Past Month

Blue Front Delicatessen, 1105 Elm St., Cafe and Delicatessen.

J. E. Bogue, Manager Kelly Springfield Tire Co., 1506 Young St.

Bruce Bag & Burlap Co., 1615 Mays St., New and Used Burlap Bags.

James F. Downes, 733 Wilson Bldg., Real Estate.

E-Kon-O-Me Builders, Inc., 1901½ Live Oak St., Building and Financing Homes.

Freudberg Bros., Inc., 1308 Elm St., Ladies' Ready-to-Wear.

Dr. Taylor C. Gilbert, Wilson Bldg., Physician and Surgeon.

G. Drummond Hunt, 706 Linz Bldg., Attorney-at-Law.

Fred Kline, 1511½ Commerce St., Factory Representative, Pottery and Glassware.

Lamberton Motor Co., Inc., 3800-16 Main St., Ford Dealer.

Linde Air Products Co. of Texas, 1307 Kirby St., Oxygen.

Mexia Extension Map Co., Scollard Bldg., Oil Map Publishers.

D. C. Pollard, 2100 Caddo St., Retail Grocer. Rankin & McAlpine, 701-2 Dallas County Bank Bldg., Public Accountants.

Rutledge Printing Co., 424 S. Akard St., Printing.

Marcus Stuart Seely, M. D., 616 Wilson Bldg., Medicine and Surgery.

Seiberling Rubber Co., 2405 S. Harwood St., Wholesale Automobile Tires.

Southwest Shirt Mfg. Co., 1710½ Elm St., Shirt Manufacturers.

Superior Gas & Oil Co., 2101 Main St., Gasoline, Lubricants, Grease, Batteries, Tires, etc.

The Service Tire Co., Main at Harwood, Tires, Gasoline and Oils.

M. P. Wolff, Manager, Oil Engine Sales, Fulton Iron Works, 709-10 Praetorian Bldg., Diesel Oil Engines, Power Plants.

Housewives' Chamber Donate Flag

The Dallas Chamber of Commerce has received a handsome silk American flag, 5x8 feet, gold fringed, from the Dallas Housewives' Chamber of Commerce. It was made by members of the organization under the direction of Mrs. J. H. Griswold. The unofficial presentation was made June 23 by Mrs. Griswold, accompanied by Mrs. Myron A. Kesner, president, and some twenty members of the association. The Chamber plans an official presentation of the flag at the first general luncheon meeting to be held in the early fall, at which time a patriotic program will be arranged and will include the reading of a poem sent in connection with the flag.

Merchants East of Ervay Boost Section

The progressive merchants of the rapidly developing section east of Ervay street put on special sales for a week during June and carried considerable publicity in local newspapers as to the completeness and quality of the market in that section. This district is witnessing many improvements. It was benefitted by the removal of the T. & P. tracks from Pacific avenue and will be further benefitted by the erection of the new Federal Building at Bryan and Ervay, and it is looking forward to the removal of the H. & T. C. tracks from Central avenue and the conversion of this "alley" into a beautiful, wide boulevard ushering business from North and South Dallas into this district.

Bostonian Praises City

The Chamber is in receipt of the following letter from E. B. Freeman, vice president of the B. F. Sturtevant Company, Boston, Mass.:

"I was interested and impressed in reading the June issue of your magazine which you probably sent me because of announcement of our new office in the Dallas County Bank Building. Dallas is a wonderfully beautiful, aggressive city and your official organ is certainly a credit to the Chamber of Commerce and impresses one as representing a large, forceful organization."

Thanks, Mr. Robinson

Dallas Chamber of Commerce:—Permit me to congratulate you upon the current issue of "Dallas." It is attractive both from an editorial and mechanical viewpoint, and best of all it is a big booster for Dallas and the Southwest. Every citizen is, or ought to be, proud of this publication. Best wishes for continued success in your good work.—J. D. Robinson, Dallas.

Shriners Boost Dallas

"Spectator," who is evidently related to the "Pro Bono Publico" family and other anonymous correspondents, writes the following to the Chamber under the date of Sacramento, Calif.:

"Your Dallas Shrine gang surely put it on pretty in San Francisco and conservatively speaking I would just about say they were the 'It' of the parade. In fact, Texas must be the Shrine's stronghold."

Do You Want a Location in the Southwest?

Let us send you a white print of the business section of any of the following cities and quote all available locations:

Dallas	Beaumont
Fort Worth	El Paso
Houston	Oklahoma City
San Antonio	Tulsa
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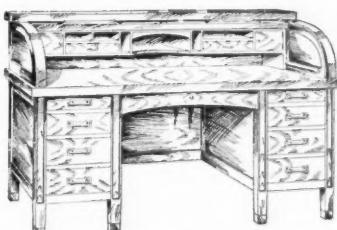
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Attention of industries seeking locations is called to the new Industrial District, located near the business center of Dallas, now affording industrial trackage to more than twelve blocks of admirably located property convenient to depots, street cars, and principal business thoroughfares.

Located north of Ross Avenue and east of Lamar Street.

Also the numerous sites along the Texas and Pacific Railway in East Dallas adjoining trackage and conveniently located.

Let us assist you in your locations.

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New Business enterprises that expect to grow, as well as old institutions that want to keep growing, find the services of this organization highly valuable in the planning and execution of sales and advertising campaigns.

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Southwestern Style Pageant to Be Huge Event



ATES for the annual fall style show of the Wholesale Merchants' Department of the Chamber have been set for Aug. 1, 8 and 15 and machinery has been set in motion for making it the most gorgeous, interesting and instructive event in the history of the Dallas market.

The greatest array of fashions ever staged in the Southwest will be produced at a local theater to be determined later. Three Queens of Fashion will be chosen, one to reign each week. The queens will be selected by committees, the first to be judged from all brunettes, the second from the ranks of blondes, and the third from the Titian-haired array of beauty. There will also be six Duchesses, one to be selected by each of the following clubs: Rotary, Lions, Kiwanis, Advertising League, Salesmanship, Bonehead. A call has been issued for 25 of the most beautiful girls in Dallas to act as Princesses, who will model the garments which will be shown.

"The whole city is back of the movement to prove to the people of the Southwest that Dallas is not only the jobbing center, manufacturing center and financial center, but also the creative center for ladies' ready-to-wear and millinery," said Herbert B. Carpenter, general chairman of the committee in charge. "The Style Show will demonstrate to the thousands of visiting merchants that Dallas as a creative center compares favorably with any market in America."

L. O. Daniel is chairman of the Finance Committee, other members being: Nathan Adams, Sam Lawder, Gus W. Thomasson, W. B. Williams, A. Lorch, Chas. L. Sanger, R. L. Winfrey and H. C. Hill.

Personnel of the Arrangement Committee is as follows: C. L. Norsworth, chairman; J. A. Rogers, I. L. Sanger, George Coffey, F. K. Meeks.

W. L. Loring is chairman of the Publicity Committee; O. S. Boggess, chairman of the Advertising Committee; Jake Roos, chairman Exhibits Committee, and Gus W. Thomasson, chairman of the Speakers' Committee.

Coal in the Southwest

Texas produced 1,615,015 tons of coal in 1920 valued at \$6,062,000, according to Federal statistics. Oklahoma produced 4,849,288 tons the same year valued at \$23,294,000; Arkansas 2,103,596 tons valued at \$9,592,000 and New Mexico 3,683,440 tons valued at \$13,568,000.

Manufacturers Suspend Weekly Luncheons Until Fall

THE big membership meeting June 16 was the last weekly luncheon to be held by the Manufacturers' Department of the Chamber until fall. M. J. Norrell, manager of the department, was the principal speaker at the luncheon June 2.

"The time for individual enterprise has passed," Mr. Norrell said, "and the time for co-operation is at hand. The manufacturers want this co-operation. They want people to buy Dallas-made goods when the quality and price are equal to those of other goods. Manufacturers of this city are employing more than 10,000 men and women and paying them close to \$15,000,000 a year, most of which is spent in Dallas. The circulating dollar lubricates the wheels of progress. Support the factories here and others will come because those already here are a success."

Manufacturers of dry goods and ready-to-wear had the exhibits at the luncheon, and retail dry goods and clothing dealers were guests. A delegation of Cleburne business men, headed by W. S. Whaley, president of the Chamber of Commerce, were also guests at the luncheon. W. L. Bush, who has been in charge of the musical programs at each luncheon, offered excellent attractions.

Manufacturers of food products showed exhibits at the luncheon June 9, with more than 100 retail grocers as guests. W. A. Sedwick presided and the principal address was made by the Rev. Harold Major, pastor of the Gaston Avenue Baptist church. E. W. Randall of St. Paul, Minn., president of the Minnesota State Fair, and Dr. C. M. Cloud of St. Paul, were guests. The attendance was more than 300.

The only industrial tour made during the month was through the new \$1,500,000 Federal Reserve Bank, and to the Boedeker Ice Cream Factory at South Ervay and Pocahontas streets. The splendid new plant of the company has a daily capacity of 3,000 gallons of ice cream.

The contest to decide what 1922 graduate of a Dallas high school will be awarded the free trip to Yellowstone Park July 10-24, donated by Frank Reedy to the Manufacturers' Department, will be concluded July 6. The Junior Chamber of Commerce is conducting the tests that will determine the winner.

—o—
Alex D. Hudson, formerly vice-president of the Packard-North Texas Motor Company, has become a stockholder in the Nash-McLarty Motor Company and has taken charge of the service station at Preston and Cabell Streets.

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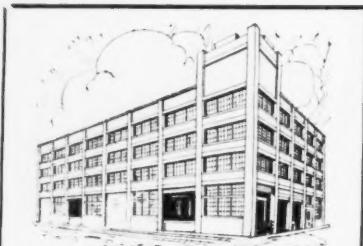
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**Population of 350,000 for
Dallas by 1930 Is
Estimated**

The population of Dallas has increased 30,000 since 1920, with indications of 250,000 for the incorporated limits and 350,000 for greater Dallas by 1930, according to estimates made from the installation of electric light and power and gas facilities since 1920. The statistics are announced by H. C. Morris, general manager and R. G. Soper, secretary, of the Dallas Gas Company.

The company had 29,332 meters in use in Dallas in 1919, inclusive of the suburbs. In 1920 this number had increased to 31,416, and by December, 1921, it had increased to 35,167. Up to May of this year, the number had increased to 36,348. The estimate used by the company to determine the population is 5 1-3 persons to the meter. On this basis, it is shown that the population increased 26,304 from 1920 to 1922. The estimate gives Dallas a population of 193,856 in May, 1922. The number of miles of gas mains used by the company increased from 390 in 1920 to 420 in 1922.

The customers of the Dallas Power and Light Company increased in number from 29,181 in 1920 to 31,853 in 1921, and to 35,531 in 1922. The Power and Light Company uses six as the factor to determine the population based upon the facilities. This shows an increase in population from 1921 to 1922 to be 22,068.

The gas company's estimate for Dallas in 1930 is 350,000, contemplating that the suburbs will be brought into the city. The light company's estimate for Dallas proper, not including the suburbs, is 245,000 for 1930.

—0—
**Says Dallas Will Be Great
Factory Center**

"Dallas has every opportunity to become a manufacturing center of extreme importance," said G. W. Heggie, who has returned to Dallas after fifteen years spent in Chattanooga, Tenn. "Chattanooga has scores of thriving hosiery mills and Dallas has a similar opportunity. Oil can be secured nearby for operating factories, excellent sites are available and in the virgin territory Dallas has no rivaling large manufacturing cities. Love Field offers an ideal location for a system of hosiery mills. Of course hosiery mills would be only one phase of manufacturing to which Dallas would be well adapted."

—0—
E. W. Bateman of the United Advertising Corporation, Dallas, has been elected president of the Texas Associated Advertising Clubs.

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LIBERTY STATE BANK BUILDING

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—0—
The Golden Rule Coffee Company has moved from 201 S. Ervy to 1513 Elm street where space is shared with the New Process Bakery.

—0—
Breg, Garrett & Company have moved from 1201 Praetorian building to 1111-13 Magnolia Building.

Cane Syrup Producers Form Organization

The Texas Farm Bureau Ribbon Cane Producers' Association was perfected at a meeting in Longview last month attended by farmers from 25 East Texas counties. S. M. Monzingo of Houston County was chairman of the meeting. The gathering decided to erect a \$25,000 plant at some central point where the entire crop of the members will be graded and made ready for the market. Producers are pledging to market their syrup through the organization for a period of five years.

Stimulating Interest in Pecan Industry

The Agricultural Department of the Chamber is conducting a campaign to increase interest in the production of high grade pecans in the county. A pecan specialist from Texas A. & M. College was here for two days last month conducting pecan budding demonstrations. There are hundreds of acres of land in the county now devoted to the pecan industry, and there are thousands of acres here that are well suited to pecan growing. Hundreds of pecan trees in the county are not producing. Owners of such trees will be shown how to make them productive. Anyone interested in the subject is invited to call or visit County Agent A. B. Jolley at the Chamber of Commerce.

Nurserymen to Meet Here Again This Year

George T. Verhalen, Scottsville, Texas, secretary of the Southwestern Association of Nurserymen, was in Dallas last month in connection with arrangements for their convention, which will be held at the Chamber of Commerce Auditorium Sept 27-28. This will be the third successive year that Dallas has been thus honored. The association represents the nurserymen of Texas, Oklahoma, Arkansas, Louisiana and New Mexico and Dallas is considered the most central point. Between 75 and 100 delegates are expected. John S. Kerr of Sherman is president of the association.

Texas Again Leads in Crop Values

Texas again led the Nation in crop values, according to the Government's reports for 1921. The value of Texas crops for the year was \$463,800,000. Iowa was the leader in animal products. Texas is making its crop records with little more than one-fourth of its tillable land in cultivation.

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Dodge Brothers offer to the business public of America an entirely new principle in Coupe body construction.

From framework to window mouldings the body is built of steel. It is the first all-steel closed car ever marketed. This design anticipates every possible requirement of commercial travel. It insures unusual quietness—unusual grace—unusual stamina. It has made it possible to give the Coupe that same lustrous baked-on enamel finish for which Dodge Brothers open cars have long been famous.

The upholstery is of genuine leather—leather that will wash and wear. The seat is wide and comfortable. Carrying compartments are accessible and spacious. The car is equipped with a heater, dome light, window levers, windshield cleaner, cord tires, Yale door locks, and every other appointment necessary to the owner's comfort and protection.

Built inside and out to withstand the wear and tear of everyday use, it retains the same lightness and beauty of line which you are accustomed to look for in Dodge Brothers cars. It is the Business Coupe which business people the world over have been expecting—from Dodge Brothers.

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The price is \$980 f. o. b. Detroit

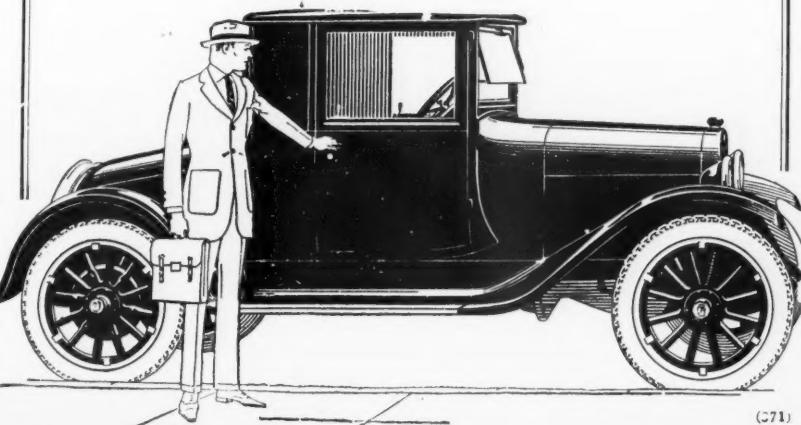
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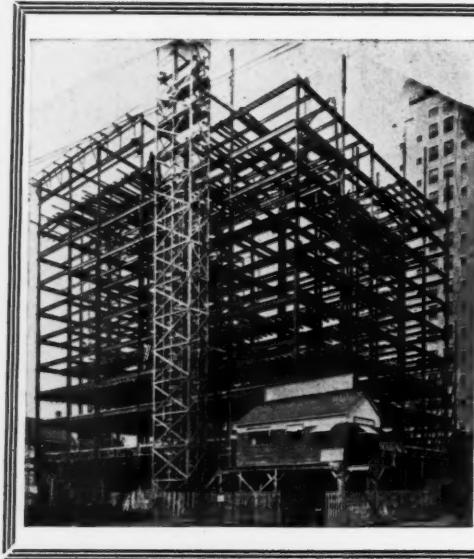
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Brings leisure and independence to
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Is the convenient fuel in the home,
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THE DALLAS GAS COMPANY

TEXAS

THE LAND OF OPPORTUNITY

WHILE Texas leads the Nation in agricultural production and is the only State whose farms had a billion dollar production in a single year, only slightly more than one-fourth of its available farm land is improved, according to the Texas Industrial Congress. Out of 114,000,000 acres classed as tillable land by the Government, but 31,000,000 acres are improved farm properties. Consider what an opportunity the Lone Star State offers with this undeveloped empire awaiting the hand of industry.

The unimproved farm land area alone of Texas is twice as great as the total area of all the New England States. Value of farm property in Ellis County, Texas, exceeds \$100,000,000, or nearly as great as for the entire State of New Hampshire.

Texas ranks first among the States in the production of beef cattle, grain, sorghums, mules, cotton, goats, mohair, cottonseed, manufactured cottonseed products, onions, pecans, honey, total annual value of agricultural products and, most important of all, it ranks first in undeveloped resources and latent opportunities. Come to Texas.

Cotton Production of Texas and Nation

Following is a table from the U. S. Bureau of Census showing cotton production in bales for Texas and the United States over a period of years:

Growth Yr.	Texas	Nation
1912	4,645,309	13,529,303
1913	3,773,024	14,032,792
1914	4,390,200	15,934,649
1915	3,068,852	11,124,031
1916	3,562,789	11,460,084
1917	3,041,726	11,342,780
1918	2,610,337	11,983,582
1919	2,960,335	11,382,684
1920	4,148,399	13,374,237
1921	2,129,660	8,039,673

Southwest Has Ten Radio Stations

Three new radio broadcasting stations have recently been installed, giving the Southwest eleven, distributed as follows: Dallas, 3; Fort Worth, 2; and one each at Muskogee, Amarillo, Shreveport, San Antonio, Houston and Austin. So rapid is the growth of radio that by the time this magazine is issued there will doubtless be other broadcasting stations in the Southwest.

The Texas Farm Bureau Federation has announced it will install a radio plant here for sending market reports to its members.

Texas Cotton Mills Show Great Activity

Twelve of the sixteen cotton mills of Texas are running at full capacity and the others at from 95 to 97 per cent full time, it is reported by the State Warehousing and Marketing Bureau. The plants consume 1459 bales of cotton weekly and employ 2890 people. About 50 per cent of the products are shipped outside the State.

Following is a list of the mills. Belton Yarn Mills, Belton; South Texas Cotton Mills, Brenham; Corsicana Cotton Mills, Corsicana; Hillsboro Cotton Mills, Hillsboro; Waxahachie Cotton Mills, Waxahachie; Bonham Cotton Mills, Bonham; Sherman Manufacturing Company, Sherman; Texas Cotton Mills Company, McKinney; Postex Cotton Mills, Post; Itasca Cotton Mills, Itasca; Dallas Cotton Mill, Dallas; Cuero Cotton Mills, Cuero; Gonzales Cotton Mill, Gonzales; Denison Cotton Mills Company, Denison; Miller Cotton Mills, Waco; Waco Twine Mills, Waco.

Joint Stock Land Bank to Increase Capital

Financial arrangements whereby the Dallas Joint Stock Land Bank will increase its capital from \$500,000 to \$1,000,000 and be in a position to make loans on Texas and Oklahoma lands at the rate of \$1,000,000 a month at 6 per cent, have been completed, it is announced by Hugh W. Ferguson, president. Financing of the Dallas bank has been underwritten by Guy Huston, president of the First Joint Stock Land Bank of Chicago and a director on the Dallas bank.

Summer Travel Back to Pre-War Basis

Summer tourist travel is getting back to normal, or at least to prewar days, it is reported by O. B. Webb, assistant general passenger agent for the T. & P. Railroad. He said that this indicates there has been a substantial improvement in business over the Southwest, although the low tourist rates established is also a contributing factor.

The Womack Construction Company of Dallas was awarded a \$303,595 contract for paving in Breckenridge.

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Texas Now Cashing in More on Climatic Advantages

Texas will ship upwards of 19,000 cars of early vegetables this year, and this with other shipments of later vegetables and truck crops will probably bring the total to 60,000 cars, according to the Texas Chamber of Commerce. Texas is rapidly becoming a strong rival of California and Florida as an early shipper to the Eastern markets. Texas is the premier Bermuda onion shipping State in the Union. Cabbage, white potatoes, spinach, tomatoes, strawberries, watermelons, canteloupes and mixed vegetables are other important early crops. Early crops bring fancy prices, whether vegetables, wheat or cotton.

Citrus fruit growing in the Rio Grande Valley now represents an investment of more than \$10,000,000 in some 1,500,000 trees, according to W. H. McGrath of Brownsville, formerly manager of the Dallas Power & Light Company. From winter wheat and choice apples in the Panhandle to oranges, lemons and grape fruit in the Rio Grande Valley may be drawn an idea of the diversity of Texas resources and climate. With the exception of coffee and tea, Texas produces practically every food product of importance that it uses, and even if cut off entirely from the rest of the world it could subsist nicely on Texas-grown products.

Garland to be Model Electrical City

Nearly one-fourth of the population of Garland, Dallas County, lives in homes served by electric ranges, and the Texas Power & Light Company has announced that it expects in time to have every home thus equipped. Airplane views have been taken by the Fitzhugh Film Company, Dallas, and the homes thus electrically equipped are to be designated on the picture. Later on other views will be made showing development in this field, all houses with such ranges having their roofs painted white. Officials of the Texas Power & Light Company say that Garland now leads the world in the number of electric ranges per capita.

Brick Plants Running at Full Capacity

Brick plants of Texas are running at full capacity and the greatest year in the history of the industry is anticipated, it was reported at the annual convention of the Texas Brick Manufacturers' Association held here in June. O. B. Robertson of Gonzales was elected president and A. M. Smith of Ferris secretary. More than one-third of the brick used in Texas is produced in plants within a radius of twenty miles of Dallas.



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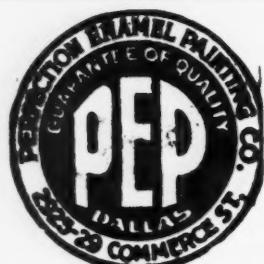
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\$500,000 To Be Spent on Dallas Street Railway Improvements

Under an agreement between the city and the Dallas Railway Company whereby the 6c fare is to be continued for a year from June 27, 1922, improvements totaling almost \$500,000 are to be made by the company within eighteen months. The improvements are divided into three groups as follows: Lindsley avenue extension from Stonewall to Christler avenue to connect with the Forney avenue line to be built by the Texas Interurban Company, and the rebuilding of Lamar street, and the Haskell avenue extension from State street to Cole avenue; building Oak Cliff cross-town line, rebuilding Live Oak street tracks and rebuilding and paving Forest avenue between Meadow and Second avenue; extensions on Second avenue to T. & N. O. railroad Myrtle street extension, rebuilding and paving Knox street to Cole and rebuilding and paving Munger between Peak and Haskell.

Mexico to Have Big Exhibit At State Fair

Mexico will have one of her best bands and a bigger and better exhibit at the State Fair this fall, October 6-15, it was reported by R. E. L. Knight, director, and W. H. Stratton, secretary of the Fair, upon their return from a visit to Mexico City. The Mexican Government has appropriated a large sum for an exhibit at the Brazilian Exposition this year and thought best to postpone for one year the proposed permanent Mexican building at the State Fair, Mr. Stratton aid.

The \$1,000,000 W. O. W. Tuberculosis Sanitarium to be erected by the order in Texas may be located on the interurban between Dallas and Fort Worth, according to J. E. Fitzgerald and T. E. Patterson, members of the national executive committee of the order who were in Dallas last month on a trip looking for a suitable site for the institution.

PHONE X 7526

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Junior Chamber Notes

The United States Junior Chamber of Commerce third annual convention met in Indianapolis June 15-17 with 22 cities represented. Dallas was represented by George O. Wilson, the retiring president, G. Brice Gaston, Rufus N. McKnight, Leo Bruchsaler and Ronald Vincent. The delegates took with them a copy of the film, "The Magic City," showing the growth of Dallas. The copy was prepared by the Fitzhugh Film Company for Hugh E. Prather, who loaned it to the Junior Chamber for the convention. The picture was shown before the convention delegates at a buffet supper and also in a downtown theater for the three days of the convention.

John Ihlder, manager of the Civic Department of the U. S. Chamber of Commerce, was a special representative of that body to the Junior Chamber convention. He complimented the Dallas delegation on the active part they played in the proceedings of the gathering, especially the speech of our Mr. McKnight on "The Junior Chamber Educational Program."

Mr. Ihlder was favorably impressed with the progress made by the young organization and is enamored of the possibilities for the future. He will make such a report to the organization he represents and it is to be hoped that this will bring about a closer relationship between the U. S. Chamber of Commerce and the U. S. Junior Chamber of Commerce. There is a possibility that the national Junior Chamber headquarters will be moved to the Chamber of Commerce building in Washington, D. C.

The obligations of the national body were in a large measure paid off and the organization placed on a much more solid financial basis.

George O. Wilson was placed on the Board of Directors for the ensuing year.

New Directors Elected

Ballots were counted in the election of directors at the close of the polls on Saturday night, June 24. E. C. Kusterer, chairman of the committee, announces the following results: R. H. Austin, B. Felix Harris, A. M. Zimpelman, S. F. Semo and A. M. Blue—all of whom have been serving unexpired terms on the board, were re-elected for the ensuing year. The new men who will assume their duties as directors on July 6 are Paul McMahon, Granville Moore, A. L. Exline, C. O. Girard and W. C. Graves.

The directors who retire this month after a long period of faithful service are Jean Finely, Joe Suwal, Edgar Giles, J. Thomas Dobey and W. K. Smith.

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Plans Made to Finance Cot-ton Crop

Arrangements have been practically completed by the Texas Farm Bureau Cotton Growers' Association to secure \$12,000,000 from the War Finance Corporation to finance the 1922 cotton crop of members, according to John T. Orr, recently re-elected president of the association. The exchange, representing 20,000 growers, did a business of \$8,777,779 during the past year, it was shown at the annual meeting. The average price secured by the exchange was 18.21c per pound for middling cotton up to May 1, and after that the price obtained has been 20.32c a pound.

—o—

Ground has been broken for a five-story fireproof film exchange building to be erected at a cost of \$240,000 at Harwood and Jackson streets by H. P. Willard and J. O. Davis. Finn & Dunn are the architects. The building will face 55 feet on Harwood and will be 170 feet in depth. Dallas is the leading film distribution center of the Southwest.

—o—

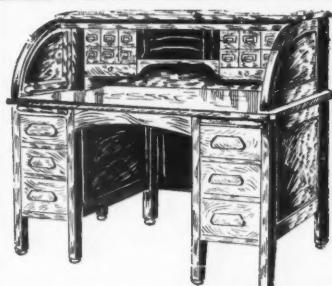
A 12-acre site for a \$750,000 mausoleum has been purchased three and one-half miles west of Dallas and the first unit is to be erected at once by the Southwestern Memorial Association. It will have 2000 crypts. L. E. Cornu is the engineer in charge of the work and among the directors of the association are E. A. Decherd, A. A. Cocke and A. S. Broadfoot.

—o—

The Southwest General Electric Company will add three stories to the building on North Lamar street it recently purchased from the Boren-Stewart Company. The entire improvement will cost \$100,000. This is one of the first important improvements announced following definite decision to widen North Lamar street.

—o—

The County has accepted bids totaling \$86,000 for the paving of the Midway Church and Maple avenue roads, Hill, Wilson & Watson being the contractors.



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Near Pacific Phone Y1220
Askew Office Furniture Exchange
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Saturday 9 a. m. to 10 p. m.

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Capital	Surplus
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SAVINGS

LOANS

Picture Hung of Man for Whom City Is Named

In the business office of The News has been hung a picture of George Mifflin Dallas, vice president of the United States from 1845 to 1849, for whom the city of Dallas was named. The News offers the following data:

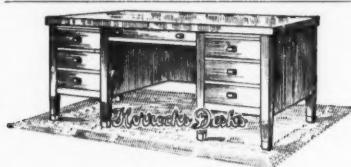
Mr. Dallas was graduated from Princeton in 1810, studied law and was admitted to practice in 1813. Among public offices which he held are: Deputy Attorney General of Philadelphia 1817; Mayor of Philadelphia, 1829; United States Attorney for the Eastern District of Pennsylvania, 1829-31; elected as a Democrat to the United States Senate to fill a vacancy caused by resignation of Isaac D. Barnard, and served from Dec. 13, 1831, to March 3, 1833; Attorney General of Pennsylvania, 1833-35; Minister to Russia, 1837-39; Vice President of the United States, being elected on the Polk ticket in 1844; Minister to Great Britain, 1856-61. He died in Philadelphia, Dec. 31, 1864.

Dallas Product Gains Wide Recognition

The Warner Liquid Solder, a cement for repairing leaks in automobile radiators and other water circulating systems, which was perfected here and has been the principal output of the Modern Chemical Manufacturing Company, is being given national publicity by the Warner-Patterson Company of Chicago which has purchased the entire output of the local plant. A full page advertisement in the Saturday Evening Post of June 10 set forth the merits of the article. Charles W. Olmstead, F. E. Tennant, George Wilson and Henry Seligson are among the officials or stockholders of the company who have been chiefly instrumental in getting national recognition of the product. Larger quarters for the company have been secured at 326 Trunk street.

Sweet Potato Growers Form Exchange

The Texas Farm Bureau Sweet Potato Growers' Exchange was organized here last month with growers present representing a production of 500,000 bushels. J. A. Murphy of Kilgore was elected president and S. M. Monzingo of Crockett, secretary. The plan of marketing will be similar to that used by the six other commodity exchanges organized by the Farm Bureau: Cotton, wool, prairie hay, alfalfa, wheat and watermelon. Offices of the exchange will be with the Farm Bureau Federation in their new home in the Patterson Building, South Ervy and St. Louis streets. The building is 130 x 140 feet, two stories.



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"The Service Office"

COCHRAN & HOUSEMAN

General Insurance
1305-7 Main St.
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X-2704; X-1668 Bank Bldg.
DALLAS, TEXAS



**Simpson-Whiteman Co.
in New Home**

Formal opening of their new home in the remodeled Sam Houston Life Building, leased by the company for twenty-five years and now known as the Simpson-Whiteman Building, was held by the Simpson-Whiteman Company June 13. This concern, handling a complete line of business furniture, stationery and office supplies, was formerly the W. H. Gregg Office Equipment Company of Ardmore, Oklahoma. It was decided that they could serve the Southwest best from Dallas and they opened here in February, 1919, as the Gregg-Simpson Company. The ambitions of the company were realized to such an extent that in April, 1921, the company was reorganized for still greater enlargement and known as the Simpson-Whiteman Company. Their spacious new home will give them still greater opportunities for development.

**The Mexia Field Yields
22,000,000 Barrels**

During the nine and one-half months, ending June 15, 1922, that represent its life as a producing area of any magnitude, the Mexia oil field, extending to within seventy miles of Dallas, has put more than 22,000,000 barrels of oil into the world's stock of petroleum. According to a staff article in the Dallas News, Stephens County, Texas, field produced more than 31,000,000 barrels in 1921 and the Burk Burnett field, Texas, 27,809,000 barrels in 1920, its peak year, these figures being shown for comparative purposes. The Ranger field in 1919, its peak year, produced nearly 23,000,000 barrels, while the famous Spindletop field in the Gulf Coast country produced more than 17,400,000 barrels in 1902, its peak year, and the Humble field yielded 18,000,000 barrels in 1905, its peak year.

**Trade Tour Brings More
Business**

Merchandise shipments into the territory traversed by the spring trade tour of the Chamber of Commerce have shown increases from 30 per cent in some sections to 100 per cent in others, according to statistics compiled by the Transportation Department of the Chamber. The territory covered was a large portion of Southeast and South Texas. This is concrete evidence of the value of such friendship promotion visits by Dallas business men.

J. F. ZIMMERMANN & SONS

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Any Kind

2126 Cabell

Promotion—

Promotion of a man to a better job means two things. For the man personally it means a higher quotation in the brains market, and a greater facility in selling his services. To the business of which he is a part it means that there has been uncovered a new reservoir of energy and ability that will help to push the business on to its goal of greater sales.

As an executive in your business can you help it more than by encouraging employees to better train their minds, that they may become greater assets to the business?

There is a University School of Commerce in Dallas, which exists for just such service to the businesses and individuals of the Southwest.

For information, address the Secretary,

**Dallas School of
Commerce**

OF

**Southern Methodist
University**

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Don't endanger it by exchanging towels with Tom, Dick and Harry!

Individual Towel Service—with your name on your towels—making the towel that you use as intimate and exclusive as your tooth brush.

•••••

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Inter-City Freight Service

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Economical
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Quick Service

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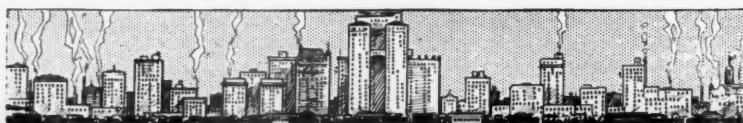
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Keeping up with busy Dallas

The Very Rev. Marshall F. Winne, president of the University of Dallas, has retired from the executive control of the institution and has been succeeded by the Very Rev. William P. Barr, former president of St. Thomas' Seminary, Denver.

•••

The Askew Office Furniture Exchange, L. E. Askew, manager, has moved from 1647 Pacific avenue to larger quarters at 310 N. Akard street. The company has been located in Dallas since Jan. 1. L. E. Askew, manager, advertises his establishment as "The Little Store with Big Values."

•••

The Ben-Roy Picture Company, Roy T. Farmer and Ben D. Wilson, managers, has secured an option on Lake Cliff Casino and plan to remodel it for use as a motion picture studio. The company has made a two-reel film here lately and plans to produce five-reel western dramas and two-reel comedies. Their cast has been assembled.

•••

Rankin & McAlpine, Dallas County Bank Building, have announced the establishment of an industrial division in charge of Arthur W. Carson, giving the company closely co-ordinated departments in charge of specialists in audits, income tax, systems and the new department headed by Mr. Carson, well known in his field.

•••

The Central State Bank is following out the unique plan of carrying advertisements in local newspapers featuring park facilities, new factories and other characteristics of Dallas, with only a signature line showing the bank's connection with the ad.

•••

E. C. Blesi has been re-elected president of the Dallas Male Chorus, Inc. J. A. Rawlins was elected secretary and Paul van Katwijk was re-engaged as director.

•••

The Thrift Packing Company, Dallas, has been awarded the contract from the War Department to supply canned goods to the posts at Fort Bliss, Texas, and Douglas, Ariz. J. A. Gage, president of the company, has had charge of programs and exhibits at the luncheons of the Manufacturers' Department of the Chamber this year.

The O. K. Battery Company has reopened its factory at Main and Pearl streets, next door to its old location which was wrecked by fire.

•••

Edward A. Belsterling has been re-elected president of the Dallas Public Library Association, and Miss Betsy T. Wiley re-elected librarian and secretary

Joe M. Dawson, vice president and manager of the Southwestern Advertising Company, Dallas, had an extended and valuable interview on Dallas and Texas in the Chattanooga News while he was at that city as a delegate to the convention of Civitan Clubs. Thousands of Dallas citizens attend conventions throughout America annually and if each of them would make it a point to visit newspaper offices at convention cities or to see that reporters "find" them, the publicity value to Dallas and Texas would be incalculable.

Miss Helen Holliday of Dallas was re-elected president of the Graduate Nurses' Association of Texas at the convention at Fort Worth.

•••

The keeper's lodge at the summer camp for children of the Salesmanship Club at Bachman's Dam has been completed and equipped at a cost of \$3,500.

•••

Lieut. Gen. E. W. Kirkpatrick of McKinney, president of the Texas Industrial Congress with headquarters at Dallas, was elected commander of the Trans-Mississippi department of the United Confederate Veterans at the annual convention at Richmond, Va.

•••

Plans for a greater Southwest Durbar at Dallas next year were made at a recent meeting of officials of the association.

•••

The new addition ordinance, which requires completion of a water main and sanitary sewer system in any new addition before that tract can be divided into lots and put on sale, became effective June 23.

•••

The Dallas Automobile Club furnished 150 school teachers from the Carolinas, Georgia and Virginia with an automobile trip over the city on June 24. The party was on its way to attend a summer school at Berkeley, Calif.

Z. E. Marvin has closed a lease for sixty-three years and six months on the three-story building at Main and Akard housing his drug store for a consideration of more than \$1,000,000. The property is owned by C. T. Rowan and was under lease by Sol and Girard Dreyfuss. This is the largest real estate transaction of the year in Dallas.

—o—
H. A. Olmsted, president of the State Fair Association and district manager for the Southwestern Paper Company, has announced he will retire as manager for the paper company on Aug. 1 and devote most of his time to the fair until the exposition is closed. He has not announced what his business connections will be later. Mr. Olmsted is a director of the Chamber of Commerce.

—o—
At midnight, July 8, the Haskel telephone exchange, affecting 7,778 subscribers, will be changed from manual to automatic, giving the city 30,000 automatic phones. The Cliff exchange will be converted in August.

—o—
The News-Journal radio broadcasting station, WFAA, began sending out programs June 26.

—o—
A tentative budget of \$5,000 for the coming year has been adopted by the Municipal Music Commission.

—o—
Contract for the four story film exchange building to be erected at South Harwood and Jackson street at a cost of \$250,000 has been let to the George W. Hewitt Construction Company.

—o—
A ten-story building will likely be erected within the next two or three years on the site of Marvin's drug store, Main and Akard streets, according to Z. E. Marvin, who recently secured a 63-year lease on the location.

—o—
Contract for the erection of the Hella Temple Hospital for crippled children has been let to the Munn Construction Company, the Herbert M. Greene Company being the architects. The hospital will cost complete \$250,000.



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That's what a Premium Dollar in the Fidelity Union Does

—and the double return through participation in the Company's profits requires no sacrifice in respect to service or safety, nor does it involve the slightest contingent liability.

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"The only old
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Office within the
Corporate Limits
of Dallas."

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*Do You Realize His Environment and Training During
The Next Few Years Will Determine the Kind
of A Man He'll Make?*

What Are You Doing About It?

Character and Personality are as vitally essential to your boy's ultimate success as Intellect and Physique.

The course of training at Terrill School combines all the essentials for the moulding of strong character, developing leadership and inspiring ambition.

A large faculty of men teachers and small classes assure each boy of maximum individual attention. Much stress is laid on all forms of athletics and outdoor life.

Graduates admitted to leading Universities of the United States, granting affiliation, without examination.

"Just as the twig is bent, the tree's incline." You can't be too particular about selecting a school for your boy during his plastic years. We solicit your thorough investigation.

Enrollment by written contract only. References required. Number of boys accepted limited, making early enrollment advisable.

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M. B. Bogarte, Headmaster

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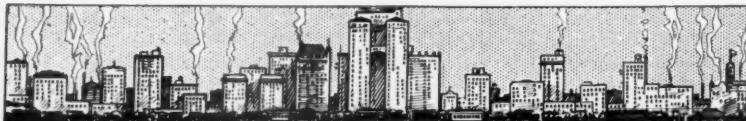
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General Manager

Interurban Building
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2 in 1



Keeping up with busy Dallas

Dr. Claude Wolcott, optometrist, has resumed private practice with office at 1305-7 Southwestern Life Building, but will continue as president and dean of the Texas College of Optometry.

C. A. Hamilton has been elected president of the Dallas County Retail Drugists' Association and W. R. Searcy, secretary.

Captain Pat H. Kveton of Dallas was chosen State commander of the Texas Division Veterans of Foreign Wars at the Fort Worth convention.

Lawrence Cathles of the Southland Life Insurance Company, Dallas, was elected president of the American Institute of Actuaries at the convention in Chicago.

Dan D. Rogers of Dallas succeeds Mayor E. R. Cockrell of Fort Worth as president of the Texas Christian University alumni and ex-students' association.

Robert N. Watkin of Dallas has been honored with the second vice presidency of the National Music Merchants' Association, which held its convention recently in New York.

Dallas people who are former residents of El Paso, some 75 in number, have formed a club with Dr. E. G. Carpenter as chairman. The next meeting will be held just in advance of the State Fair, when a reunion will be planned.

Dallas led in the number of embalmers licensed to practice in Texas at the examination conducted in Fort Worth in June before the Texas Embalming Board.

Authority has been granted by State Fair officials to the Business Systems Club to prepare and place at the State Fair a model business office equipped with all up-to-date office appliances, some of which are mentioned in the page advertisement appearing on the inside back cover of this issue of "Dallas."

C. H. Campbell, district manager for H. J. Heinz & Company at Philadelphia for the past seven years, has been trans-

ferred to the Dallas office in the same capacity, succeeding A. M. Elliott who has been transferred to San Francisco.

Judge C. A. Pippen of Dallas was the principal speaker at the celebration last month of its fiftieth anniversary by the progressive city of Ennis.

John Wynn Barton has been chosen publishing agent in charge of publications of the Methodist Episcopal Church, South, with headquarters at Nashville, Tenn. He has been connected with Shuttles Bros. & Lewis, wholesale jewelers, and also served as director of the Dallas School of Commerce of S. M. U.

The Curtiss Flying School will open July 15 at Love Field with Capt. S. C. Coon in charge. The course covers both elementary and advanced flying. The Curtiss Company now has five pilots but the force will be enlarged.

Formal opening of Woodin Park at Richardson and Johnson avenue, Trinity Heights was held last month.

The Curtiss Airplane Company made large shipments of aeroplanes the past month from the local field to the Foo Chow Motor Company, Foo Chow, China, where they will be used on a regular transportation air line. Twenty-two flat cars were required to handle the shipments. A large banner on the cars indicated that the shipments were made from Dallas. Many of the pilots who will fly the ships in China are Americans.

Incorporation without capital is planned for the Texas Museum of Natural History, to allow for the growth of the institution and to insure the preservation of the State museum name to Dallas.

Glowing praise for Dallas was expressed by William E. Herren of Chicago, field secretary of the National Association of Real Estate Boards, who addressed the Dallas Real Estate Board last month. It was his first visit here and his trip over the city was an "eye opener" he said.

M. W. Florer, circulation manager for The News and Journal, has been elected first vice president of the International Circulation Managers' Association.

The H. H. Hawley Company, wholesale jewelers and watch makers, have acquired a ten-year lease on the fourth floor of the Simpson-Whiteman Building 1521-23 Commerce, and expect to occupy the new quarters by Sept. 1. Plans are being discussed for converting the upper floors of the building into a wholesale jewelers' building.

James P. Simpson of Dallas was doubly honored recently with election as vice president of the Screen Advertisers' Association and as a member of the national advisory committee of the Associated Advertising Clubs of the World.

Mrs. Mamie Wynn Cox of Dallas has been elected president of the Texas Women's Press Association. The 1923 meeting of the association will be held at Waco.

The Higginbotham-Bartlett Lumber Company at 2514 Commerce street has bought the property on which they are located from A. I. and E. Rosenbaum for \$130,000.

The Western Gears and Parts Company of Dallas will open a Fort Worth branch at 111 Belknap street, it is announced by J. H. Connell, president.

Amendments to the charter of the North Texas Gas Company, changing the name to the Municipal Gas Company and increasing the capital stock from \$500,000 to \$2,000,000 have been filed.

In all fields, commercial, educational or athletic, Dallas takes the lead. J. B. Adoue, Jr., of Dallas, won in the singles and Leven Jester and John Barr of Dallas were winners in the doubles in the State tennis championship tournament at Fort Worth last month.

Storage facilities for accommodating fifty carloads of goods are incorporated in the new cooling system of the Merchants' Fireproof Storage Company, 1301 Broom street, which opened June 19 after the installation of the system.

One hundred foreign-born Dallas citizens who have received their naturalization papers during the past year were guests of honor at the third annual "reception for new citizens" held at the City Hall July 4.

Charles H. Verschoyle of Dallas was elected third vice president of the newly organized National Motorists' Association at the convention in Chicago last month, and Ewing Mosley, manager of the Dallas Automobile Club, was named a member of the board of directors.

Dallas Title & Guaranty Co.

ABSTRACTS



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The Seal of Safety

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President

Second Floor Dallas Trust & Savings Bank Bldg.

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V. P. & Title Officer
Under Supervision Commissioner of Insurance

EALY J. MOSES
Secretary

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550,000 Cubic
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"MADE IN DALLAS"

HEALTH AND ACCIDENT INSURANCE

ITA

Nineteen years of successful operation under the Texas insurance laws recommends the I. T. A. to men of discernment.

Our \$50.00 Weekly Benefit; \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors, Department Managers, etc., etc.

Over \$800,000.00 paid in benefits to date.

Phone X 1674, or call, Rooms 727, 728, 729,

730, 731 and 732 Wilson Building.

International Travelers Association, Dallas, Texas

PRICE CROSS, President

BEN HAUGHTON, Sec'y-Treas.

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Factory Direct to You

"DEPENDABLE QUALITY PAINTS FOR EVERY PURPOSE—A CAN OR A CARLOAD"

Manufactured in our own Factory, equipped with highest type mills, under careful, expert supervision. Our Paints meet the most exacting industrial and railroad tests. **THEY STAND UP.** Your inquiries and orders will receive prompt and courteous attention.

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AMERICAN PAINT & SUPPLY CO.

Manufacturers of Paints

Factory and Office—DALLAS, TEXAS

C. H. SEABROOK, Vice-President

AL. H. REED, Sales Manager

The Original D. P. Cleveland

"FLOZOFF METHOD"

For removing paint from Automobiles, Furniture, Houses or any painted article.

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DALLAS, TEXAS

Postoffice Business Increases

The Dallas postoffice has leased the two-story building immediately east of the office on Commerce street and will occupy both floors of the 50x90-foot structure. The vastly increased local business of the office and the fact that the Government is making the Dallas office the "clearing house" for postal matters for a large portion of the State made the additional space necessary.

Postal receipts at Dallas for May were \$197,852 as compared with \$170,448 for May, 1921, an increase of 16.8 per cent, according to Postmaster John W. Philp. This gave Dallas rank of 21st in postal receipts for the month in the Nation. Among Southern cities it was second only to Atlanta, far outranking Louisville and New Orleans.

Vacuum Oil Co. Branch Shows Good Growth

The Dallas branch of the Vacuum Oil Company, which was opened here a year ago in the Dallas County Bank Building with C. B. White as manager and a sales and office force of only three men, today is represented by a force of thirty-five men. The territory handled from the Dallas office includes Texas and Oklahoma, with warehouses at Fort Worth, Abilene, Waco, Paris, Wichita Falls, San Antonio, Houston, Texas City and Oklahoma City, in addition to the one at Dallas.

Auto Registration Shows Increase

That the total registration of motor vehicles for 1922 will exceed 500,000 in Texas is indicated by figures from the State Highway Department. Total registrations to May 22 of this year were 434,897 as compared with 400,575 for the same period last year. The 1921 registrations for the entire year were 469,853 for the State. Dallas County led with 33,785.

Crop Insurance in Texas Popular

Farmers of Texas are carrying \$20,000,000 worth of crop insurance this year, paying premiums of more than \$1,000,000, according to statistics gathered by the Times-Herald from sixteen companies writing crop insurance. Hail, excessive rainfall, drought and insect pests are the principal items covered by insurance.

Work on the \$30,000 building at Harwood and Federal streets for the Quick Tire Service Company has been started by the Inge Construction Company, contractor. C. A. Bryan of Houston is owner of the property.

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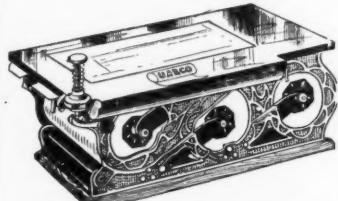
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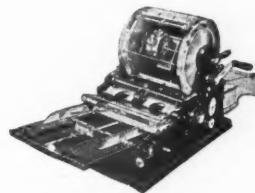
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Speaking of vacations. The time has come in this reconstruction period of business when the "minimum force" must have their holiday. Last Summer when business was going badly many kept on the job—but this year give them a rest—and an Ediphone. It will fill the gaps in your staff.

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DALLAS

Financial Center of the Southwest

Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.

DStatistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.

DThe financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year, or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.

DDallas ranked 22nd in bank clearings in 1921 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.

DDallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.

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